

Lost

"Cost is fact; price is policy."

-British Federation of Master Printers

A friend who has been in printing sales for many years said to me the other day "You know, it's funny, but I've worked for (...and he named three prominent arch competitors...) and no matter who I was working for, they always had the highest prices."

Funny indeed, because it has the ring of truth to it. I suppose you can explain this phenomenon in a number of ways. Maybe our customers accidentally mislead us, asking us to quote "apples" while the competition is quoting "oranges." Or, maybe they do it intentionally, because it's easier than telling us the truth- they just like the other guy better. Perhaps we do a better job on the specs- more accurate, but more complicated. And then of course, if the competition is the company you just recently left...

But then again, at least some of the time, all things being equal, your prices are actually higher, you know who you lost to, and how badly they beat you.

The big question is, what are you going to do with this information?

Well, if you're using JOBZ!, just enter two items into the database: the other company's price, and their name. Then check the Lost Job box. (QUOTE input screen.)

One click then prints a Lost Job Report that communicates these facts to an estimating supervisor or sales manager, shows how you quoted the job, and what discount it would have taken to equal the competition's price.

This is great feedback, but it can be even better. How about a report that summarizes all your lost jobs, over any specified period of time? The Lost Jobs report on the Business Menu shows the big picture at a glance- who you are losing jobs to and what pricing levels are required to match the competition's prices. For sales managers the report is summarized by sales rep as well.

See the following pages for examples of these reports.

If you're managing sales, or using JOBZ! to be your own sales manager, Lost Jobs reporting can help you have a more effective pricing policy.

JOBZ!- Everything in Writing, Without the Paperwork.

Lost Job Competition Report

Date: 10/18/2006

Re: **File Edit View**
Annual Photo Catalog

Estimate 234570	Quoted Date 10/7/2006
Estimator Patsi Cline	Press Date 12/19/2006
Sales Rep Jim Taylor	Invoice Month January
Lost To Nemesis Printing	Press/Plant SF
Their Quote, Qty 1 \$10,000 = 81.00%	LA
We went in at 90.0%	
Comment These guys are killing me!	

	Our Quote	Winning Quote	
Quantity	45,000		
Total COST	12,345		
- Material	4,500		
-Outside Services	2,150		
Add'l Ms:	274.33		
M/U %	90.0%	81.00%	(Of our Total COST)
= Base	11,111		
Estimate VA 46%	5,695		
- VA Change	-1,234		
= Selling VA 40%	4,461		
+ Add-On			
= QUOTE	11,111	\$10,000	

Lost Jobs Report

March 22, 2006

Invoice Dates: 4/11/06 to 5/13/06

Jobs Reported as Lost	Billing	Press	Our Quote	@	Lost To	Their Quote	@
Eric Clapton							
Claymore Information Systems - Goss Insert	April	W	\$17,272	87.5%	Badco Printing	\$14,500	78%
	<i>Keep notes to yourself about a job.</i>						
Claymore Information Systems - Baum Brochure	April	S	\$18,164	88.0%	Ink Scum Bags	\$12,580	68%
	<i>We can't compete here</i>						
Clan Tech, Inc - Event Horizon Brochure	May	S	\$12,345	100.0%	Nemesis Printing	\$11,500	93%
	<i>Should have had this one!</i>						
Jim Taylor							
Database Testing, Inc - Black Hole Brochure	April	S	\$16,877	80.0%	Down and Dirty	\$14,000	75%
	<i>We need to look at our prepress pricing here</i>						
Database Testing, Inc - Intercompany Brochure	April	W	\$14,877	80.0%	Nemesis Printing	\$13,852	74%
	<i>Why is our paper so expensive?</i>						
Claymore Information Systems - Uncertainty Principle	May	S	\$18,235	92.0%	Nemesis Printing	\$18,750	95%
	<i>Lost this one because of the schedule</i>						
Client, Inc - Crustacean Shores Generic Brochure	May	S	\$21,534	110.0%	Nemesis Printers	\$18,750	96%
	<i>We were a little over-confident</i>						
File Edit View - Annual Photo Catalog	May		\$12,345	100.0%	Nemesis Printing	\$10,000	81%
	<i>No comment. 81%???</i>						
Jerry Garcia							
Eleven, Inc - Xeikon Brochure	April	W	\$18,536	90.0%	Whozits Printing	\$15,245	82%
Eleven, Inc - AirPort Brochure	April	S	\$17,681	89.7%	Cheapo Printing	\$14,500	78%
	<i>Not these guys again!</i>						
Eleven, Inc - Facilitate Flyer	April	S	\$18,536	90.0%	Nemesis Printing	\$14,000	75%
	<i>I give up here- too price conscious</i>						
Federal Motors - Hamada Data Sheet	April	S	\$15,342	82.5%	Nemesis Printing	\$13,500	73%
	<i>But I don't believe her about their \$</i>						
Federal Motors - AB Dick Brochure	April	S	\$17,142	82.5%	Whozits Printing	\$14,258	77%
	<i>I saw their quote myself- same specs</i>						
Jimi Hendrix							
Database Testing, Inc - Monster Brochure No Scans	May	S	\$16,736	90.0%	Nemesis Printing	\$16,700	90%
	<i>We'll get the next one</i>						
	Total		\$235,622				